

August 26, 2010

To: Executive Board

Subject: **Performance Indicators Report – July 2011**

Recommendation

Receive and file the July 2011 Performance Indicators Report.

Summary

The performance indicators report provides an analysis of Foothill Transit's nine key indicators on a month-to-month basis. Data is collected from a variety of sources such as the fareboxes on buses, contractor reported data, and financial performance data.

Below is a snapshot of system performance. *Further detail on the items discussed below can be found in the analysis section of this item.*

- **Boardings** – Overall boardings recorded by the farebox for July 2011 was 1,113,810. This is a two percent decrease from July 2010 ridership.
- **Fare Revenue** – Total fare revenue for July 2011 was \$1,474,901, resulting in an average fare of \$1.32 per boarding. This is almost 12 percent above July 2010 revenue levels.
- **Operating Expenses** – Total operating expenses for July 2011 were \$5,130,983 resulting in an average cost per service hour of \$92.18.
- **Accidents** – There were seven preventable accidents in July 2011 for an average of 0.65 accidents per 100,000 miles for the month.
- **Customer Complaints** – Foothill Transit recorded nine complaints per 100,000 boardings for July 2011. This is an increase of 13 percent when compared to July 2010.
- **Schedule Adherence** – This month 84 percent of all trips surveyed were on-time. This is a decrease of 3.6 percent when compared to July 2010 figures.

Analysis

Attachments A - L show the performance indicators used to determine Foothill Transit's progress toward achieving our overall goals and objectives for this fiscal year. In order to accomplish its mission, Foothill Transit focuses on these goals:

- 1) Operate a safe transit system;
- 2) Provide outstanding customer service;
- 3) Operate an effective transit system;
- 4) Operate an efficient transit system.

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Overall System Performance

Foothill Transit's overall system performance is based on several key indicators. These include total monthly ridership, vehicle service hours, fare revenues, and the total operating expenses incurred throughout the month.

Attachment A includes a summary of system goals and their respective performance indicators.

Total Boardings and Total Revenues

Total boardings in July were 1,113,810. It is customary to see declines in July as a result of the July 4th holiday and summer vacations. When compared to July 2010 there is a decrease of two percent. It should be noted that July 2010 had an additional weekday of service which likely contributes to the two percent difference in ridership. Ridership continues to remain relatively flat when compared to the same period in the previous year.

The total recorded fare revenue in July 2011 was \$1.47 million, representing an 11.6 percent improvement over July 2010. This resulted in an average fare per boarding of \$1.32. We continue to see improvements in overall revenues. Total expenditures for the month were \$5.1 million, which is an increase of almost 5.6 percent when compared to July 2010 figures.

Attachment B displays Total Boardings and Revenue for the past 13 months.

Following is a summary of how Foothill Transit's performance indicators relate to achieving its four primary goals:

Goal #1 – Operate a Safe Transit System – Foothill Transit's primary goal is to operate a safe transit system. The number of preventable accidents incurred for every 100,000 miles of vehicle operation measures system safety.

Preventable Accidents per 100,000 Miles

Foothill Transit has adopted a standard of 0.80 preventable accidents per 100,000 miles for this fiscal year. In July 2011 there were a total of seven preventable accidents, producing an average of 0.65 preventable accidents per 100,000 miles for the month. There were a total of 821,413 miles driven in service for the month.

Attachment C provides a summary of Preventable Accidents per 100,000 Miles.

Goal #2 – Provide Outstanding Customer Service – Foothill Transit measures achievement of this goal by monitoring the following categories: Complaints per 100,000 Boardings; Average Miles between Service Interruptions; Average Hold Time; and Schedule Adherence.

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Complaints per 100,000 Boardings

In July, nine complaints per 100,000 boardings were recorded. This is above the performance target of 7.5. Of the 101 complaints received during the month, 45 were related to schedule adherence. There were also 36 complaints related to operator courtesy, seven related to safety, and 13 related to fares. Schedule related complaints have continued to increase as a result of delays from detours in our service area that have been implemented between service changes.

Attachment D provides a summary of average Complaints per 100,000 Boardings.

Schedule Adherence

Foothill Transit has adopted a goal of 90 percent schedule adherence for this fiscal year. In July 2011 the agency achieved an average of 84 percent on-time performance on all lines. This is just below the performance target of 90 percent and is a decrease of 3.6 percent from July 2010 figures.

Average Hold Time

Data available from the phone systems at our five Transit *Stores* and our administrative offices allows the monitoring of individual stores, specific lines, and the times at which there are higher call volumes, so that the stores can be staffed accordingly. The recorded average hold time of 33 seconds during July 2011 is well below the performance target of 50 seconds. As with customer comments, call traffic also tends to increase soon after a service change takes place.

Attachment F provides a summary of Average Hold Time.

Average Miles between Service Interruptions

In July 2010 Foothill Transit averaged 48,629 miles between service interruptions. This is well above the fiscal year target of 15,000 miles and reflects a 52 percent improvement over July 2010 figures. This indicator not only measures overall performance of Foothill Transit's maintenance departments, but also reflects customer delays as a result of mechanical service interruptions.

Attachment G, Average Miles between Service Interruptions, compares the average miles between service interruptions with our performance standard.

Goal #3 – Operate an Effective Transit System – Foothill Transit measures its overall effectiveness as a transit system by monitoring Boardings per Vehicle Service Hour and Average Weekday Boardings.

Boardings per Vehicle Service Hour

The agency averaged 20 boardings per vehicle service hour in July 2011. This meets the new fiscal year performance target of 20.0 and is slightly ahead of July 2010 figures. The 55,662 service hours operated during the month are also three percent below the same period in the previous fiscal year.

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Attachment H shows the trend of this performance indicator.

Average Weekday Boardings

In July 2011, the agency averaged 41,017 boardings per weekday, which is below the fiscal year target of 44,000 boardings per weekday. This represents an 8.7 percent decrease in average weekday boardings when compared to July 2010 figures.

Attachment I, Average Weekday Boardings, shows the trend of this indicator.

Goal #4 – Operate an Efficient Transit System – Foothill Transit measures its overall efficient use of available resources by monitoring farebox recovery ratio and average cost per vehicle service hour.

Average Cost per Vehicle Service Hour

The organization's average cost per vehicle service hour in July 2011 was \$92.18, which is below the fiscal year target of \$96.27 and is an increase of nine percent when compared to July 2010 figures.

Attachment J, Average Cost per Vehicle Service Hour, shows the trend of this indicator.

Farebox Recovery Ratio

The July 2011 farebox recovery ratio was 28.74 percent. This is above the performance target of 25.96 and is an improvement of 5.6 percent over July 2010. The farebox recovery ratio is calculated by dividing total revenue by total operating expense.

Attachment K, Farebox Recovery Ratio, shows the trend for this indicator.

Sincerely,



Dietter A. Aragón
Planning Manager

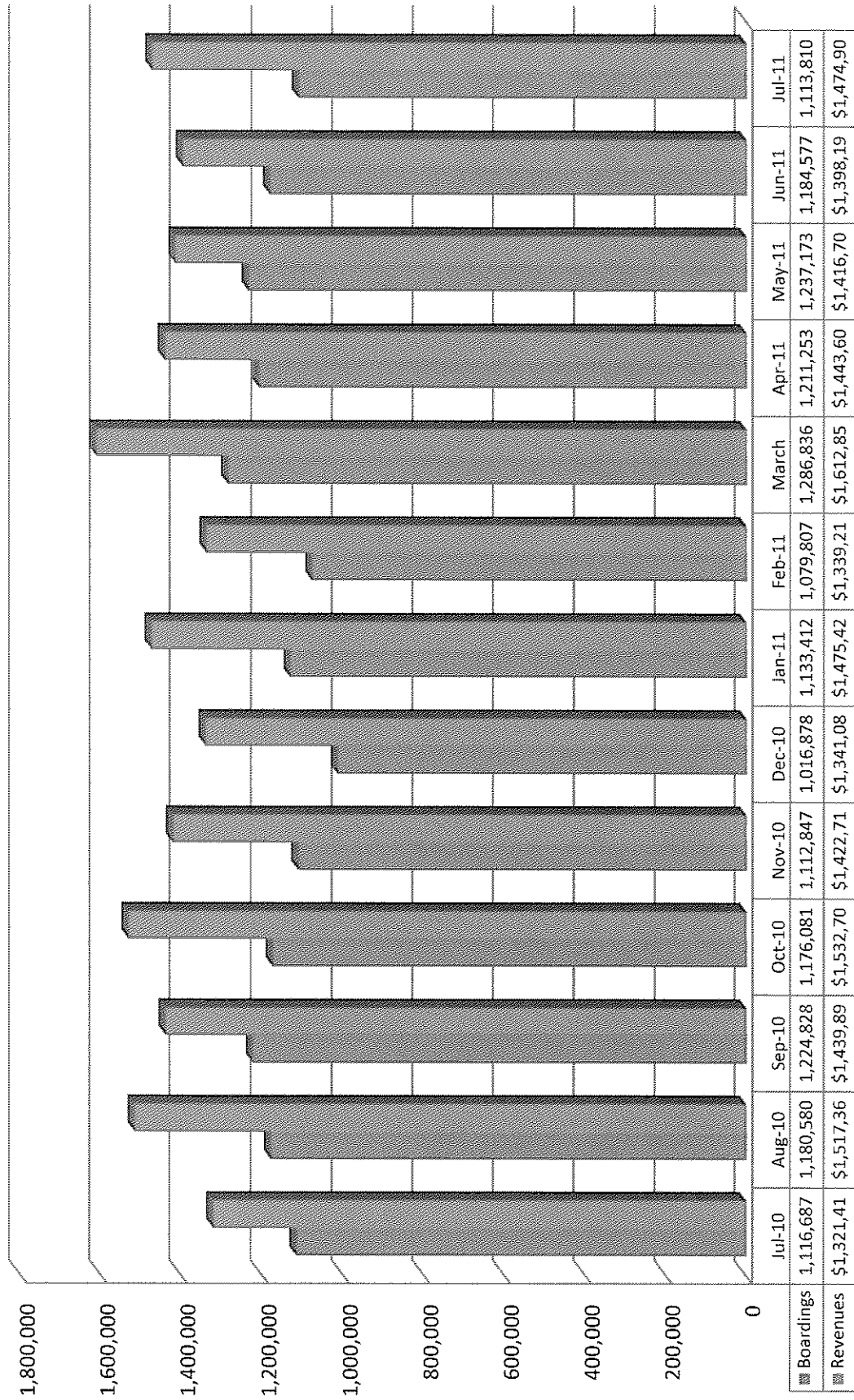


Doran J. Barnes
Executive Director

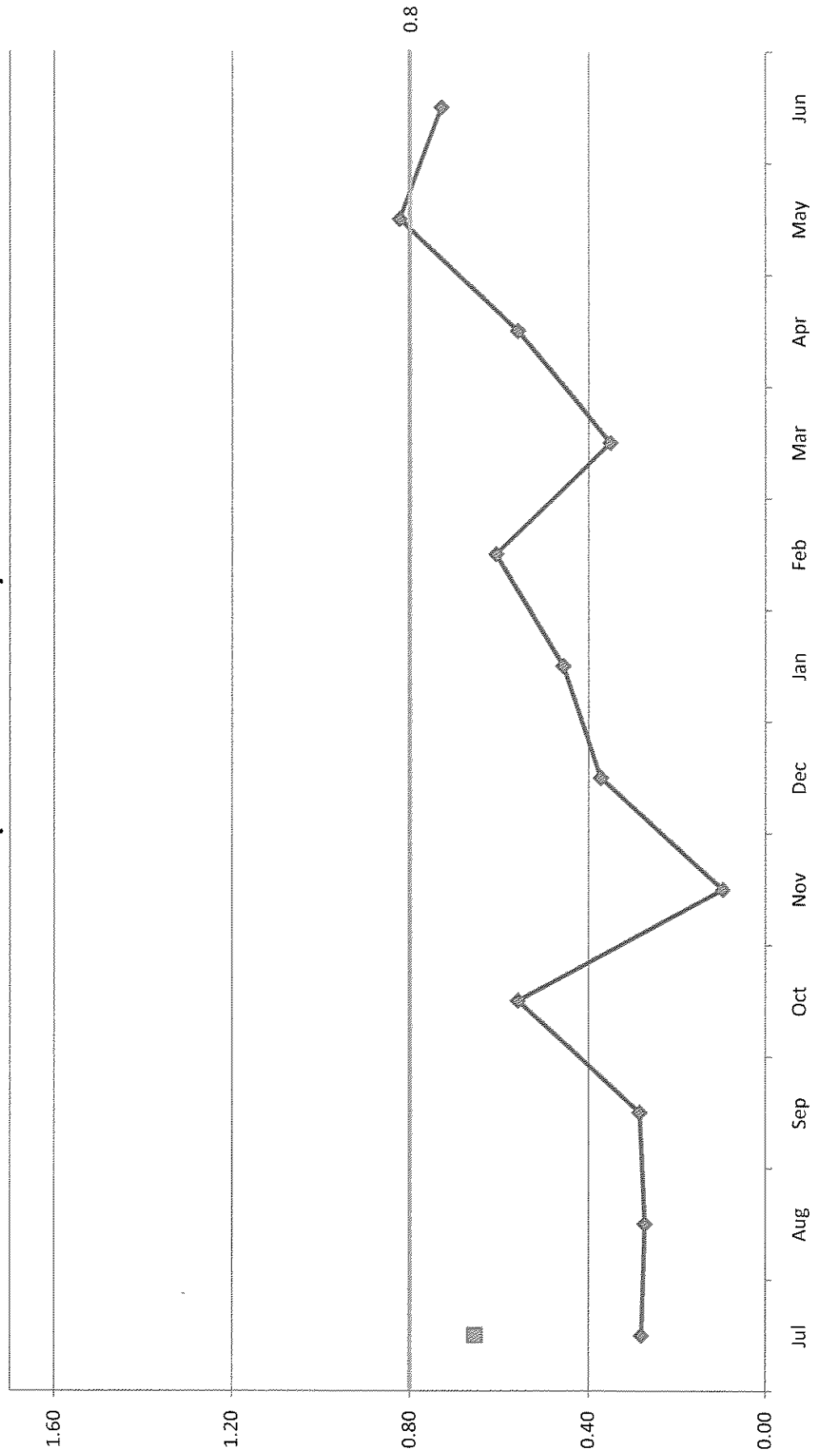
Attachment A: Key Indicators Report
July-11

Goal	Performance Indicator	Attachment	Current Month	MTD Meets/Exceeds	Same Month Prior Year	% Improvement	Performance Target	FY 12 Year to Date	YTD Meets/Exceeds	FY 11 Year to Date	% Improvement
Overall System Performance	Total Boardings	B	1,113,810	N/A	1,140,784	-2.36%	N/A	1,113,810	N/A	1,140,784	-2.36%
	Vehicle Service Hours		55,662	N/A	57,521	-3.23%	N/A	55,662	N/A	57,521	-3.23%
	Total Fare Revenue	B	\$1,474,901	N/A	\$1,321,417	11.62%	N/A	\$1,477,129	N/A	\$1,321,417	11.78%
	Total Operating Expense		\$5,130,983	N/A	\$4,855,831	-5.67%	N/A	\$5,130,983	N/A	\$4,855,831	-5.67%
Safe Transit System	Preventable Accidents per 100,000 Miles	C	0.65	X	0.28	57.21%	0.80	0.65	X	0.28	57.21%
	Complaints per 100,000 Boardings	D	9.07		7.98	-13.68%	7.5	9.07		7.98	-13.68%
Provide Outstanding Customer Service	Schedule Adherence	E	83.9%		87.1%	-3.64%	90%	83.9%		87.1%	-3.64%
	Average Hold Time	F	0:33	X	0:31	6.45%	0:50	0:33	X	0:31	6.45%
	Average Miles Between Service Interruptions	G	48,629	X	32,055	51.71%	15,000	48,629	X	32,055	51.71%
Operate an Effective Transit System	Boardings per Vehicle Service Hour	H	20.0	X	19.8	1.01%	20.0	20.0	X	19.8	1.01%
	Average Weekday Boardings	I	41,017		44,936	-8.72%	44,000	41,017		44,936	-8.72%
Operate an Efficient Transit System	Average Cost per Vehicle Service Hour	J	\$92.18	X	\$84.42	-9.20%	\$96.27	\$92.18	X	\$84.42	-9.20%
	Farebox Recovery Ratio	K	28.74%	X	27.21%	5.63%	25.96%	28.79%	X	27.21%	5.79%

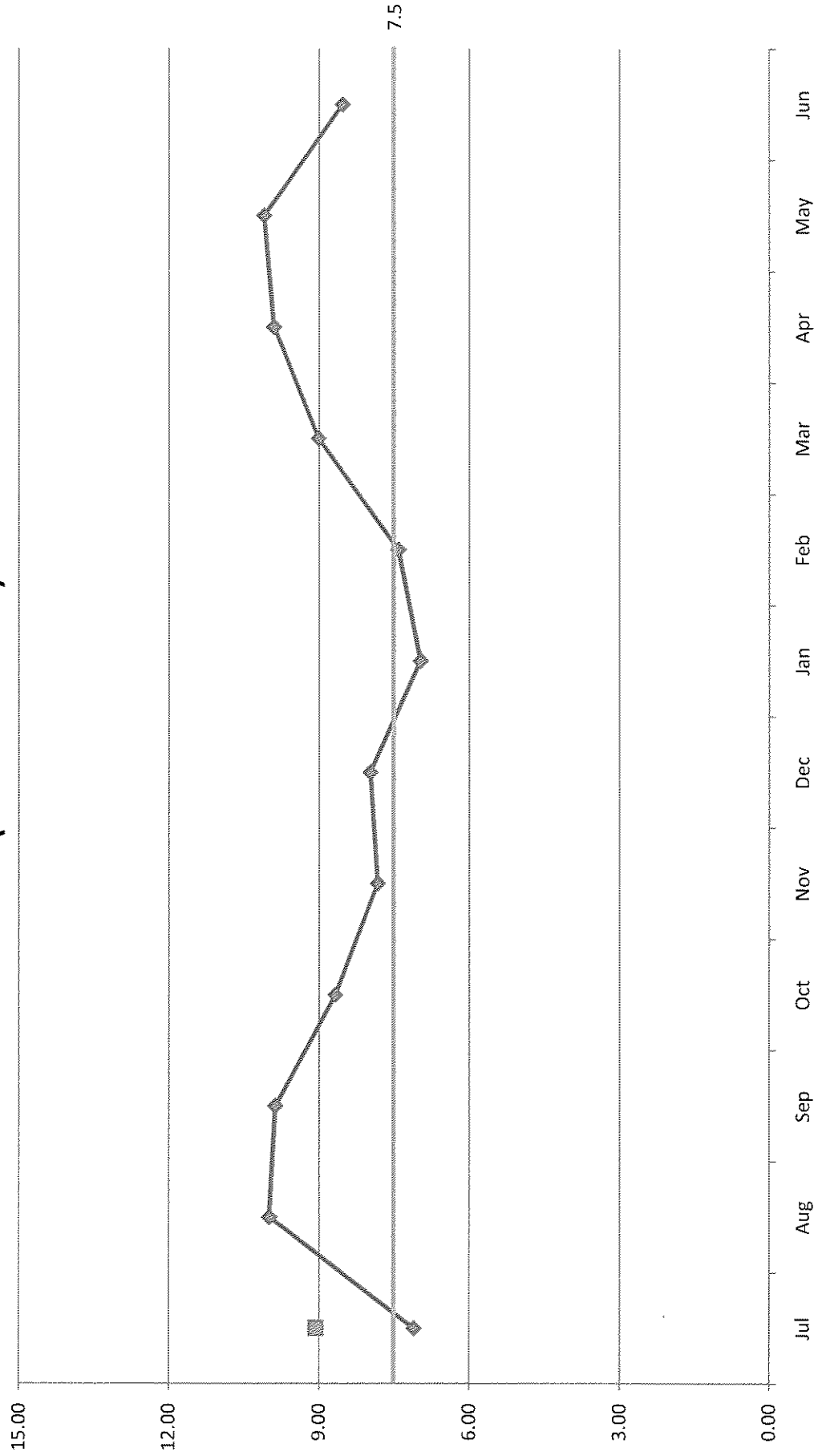
Attachment B: Total Boardings vs. Total Revenues



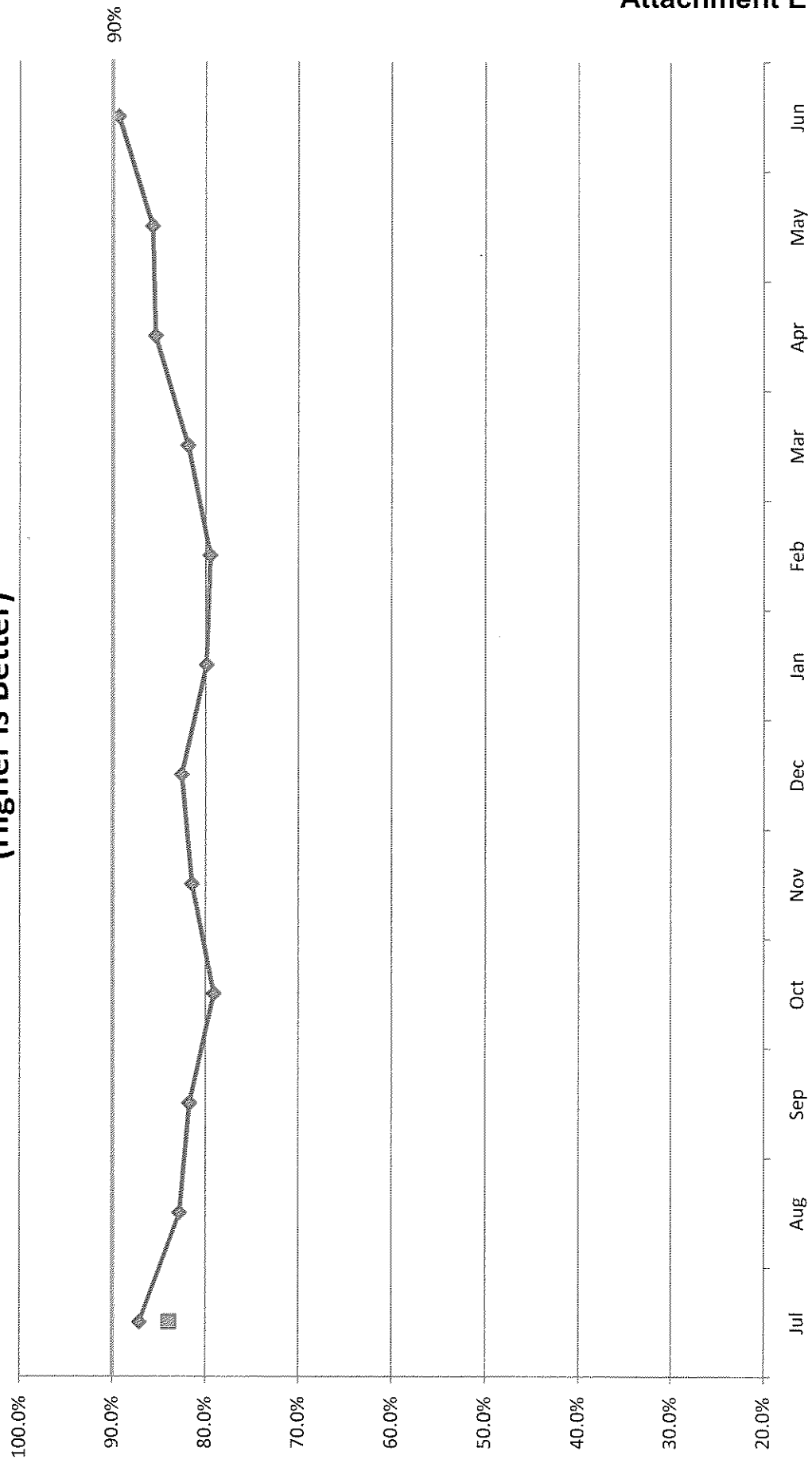
Attachment C: Preventable Accidents per 100,000 Miles (Lower is Better)



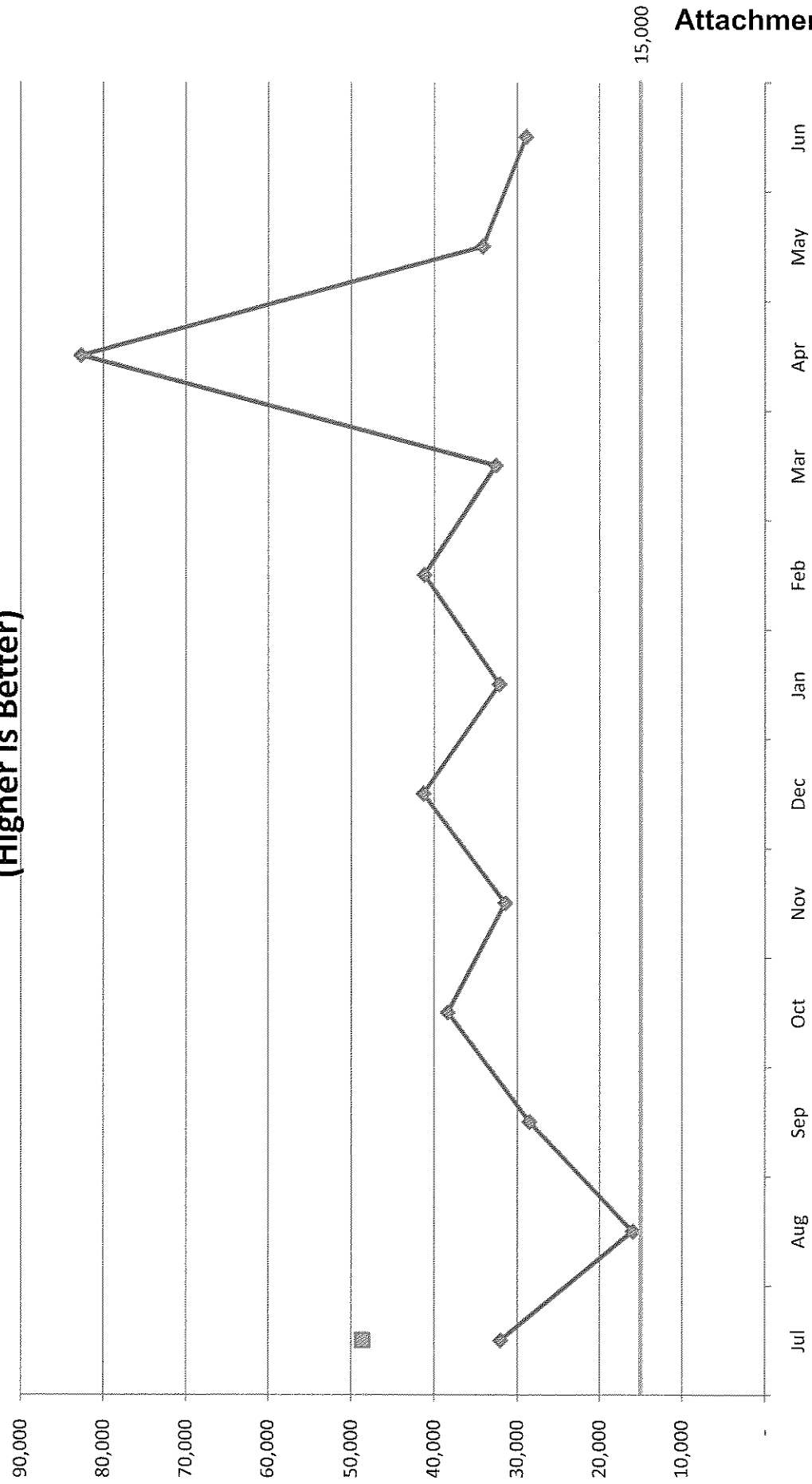
Attachment D: Complaints per 100,000 Boardings (Lower is Better)



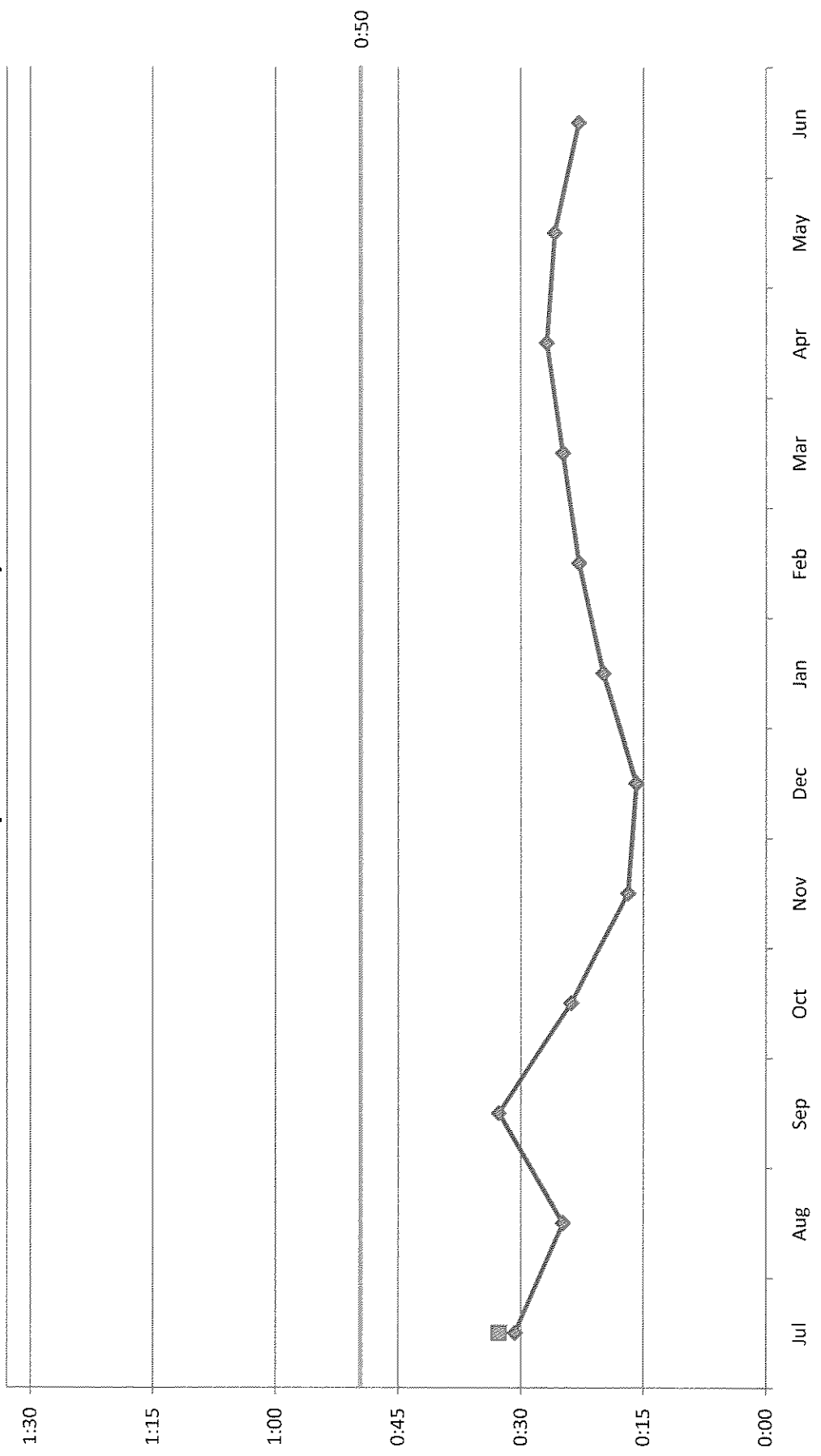
Attachment E: Schedule Adherence (Higher is Better)



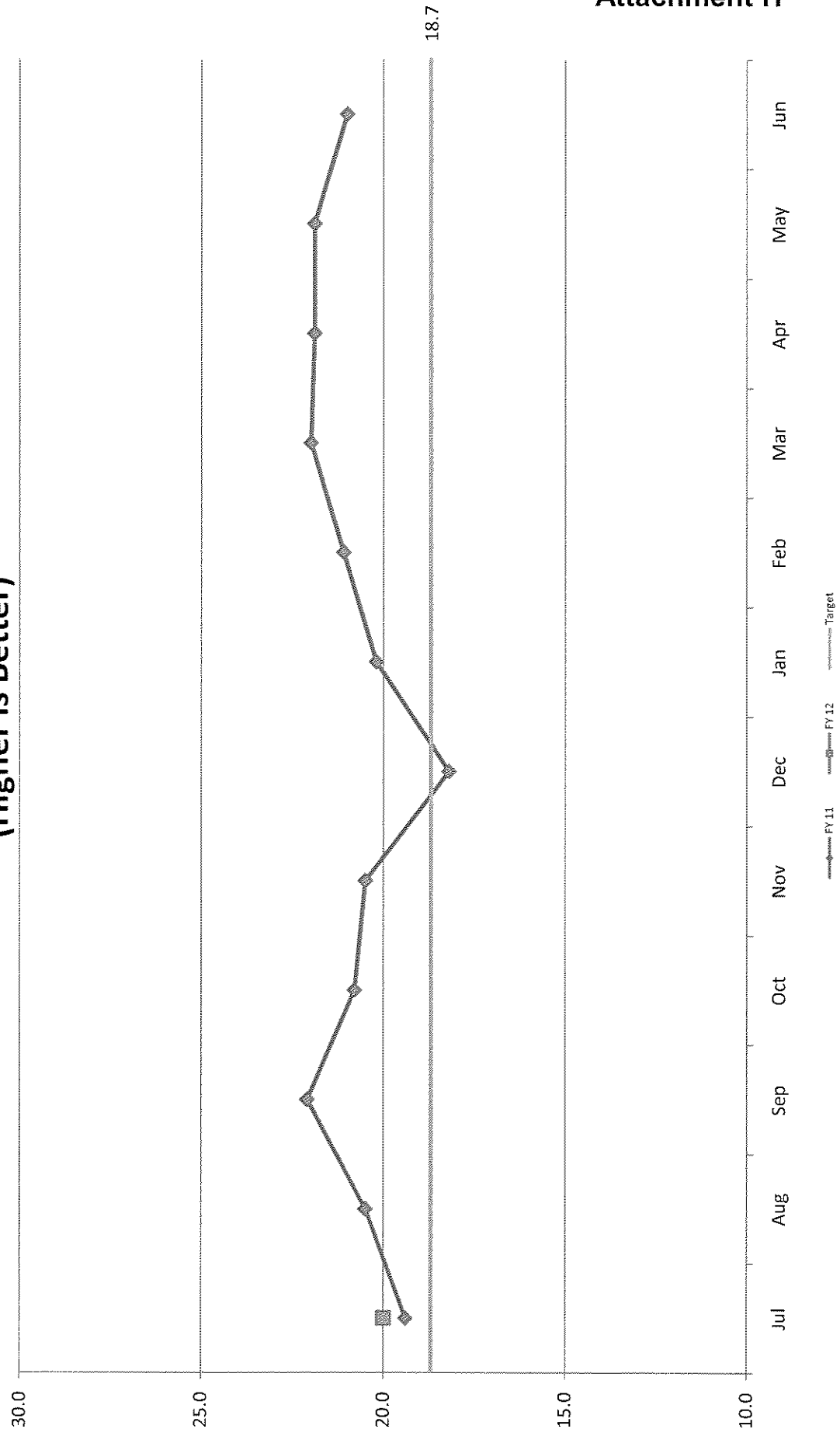
Attachment G: Average Miles Between Service Interruptions (Higher is Better)



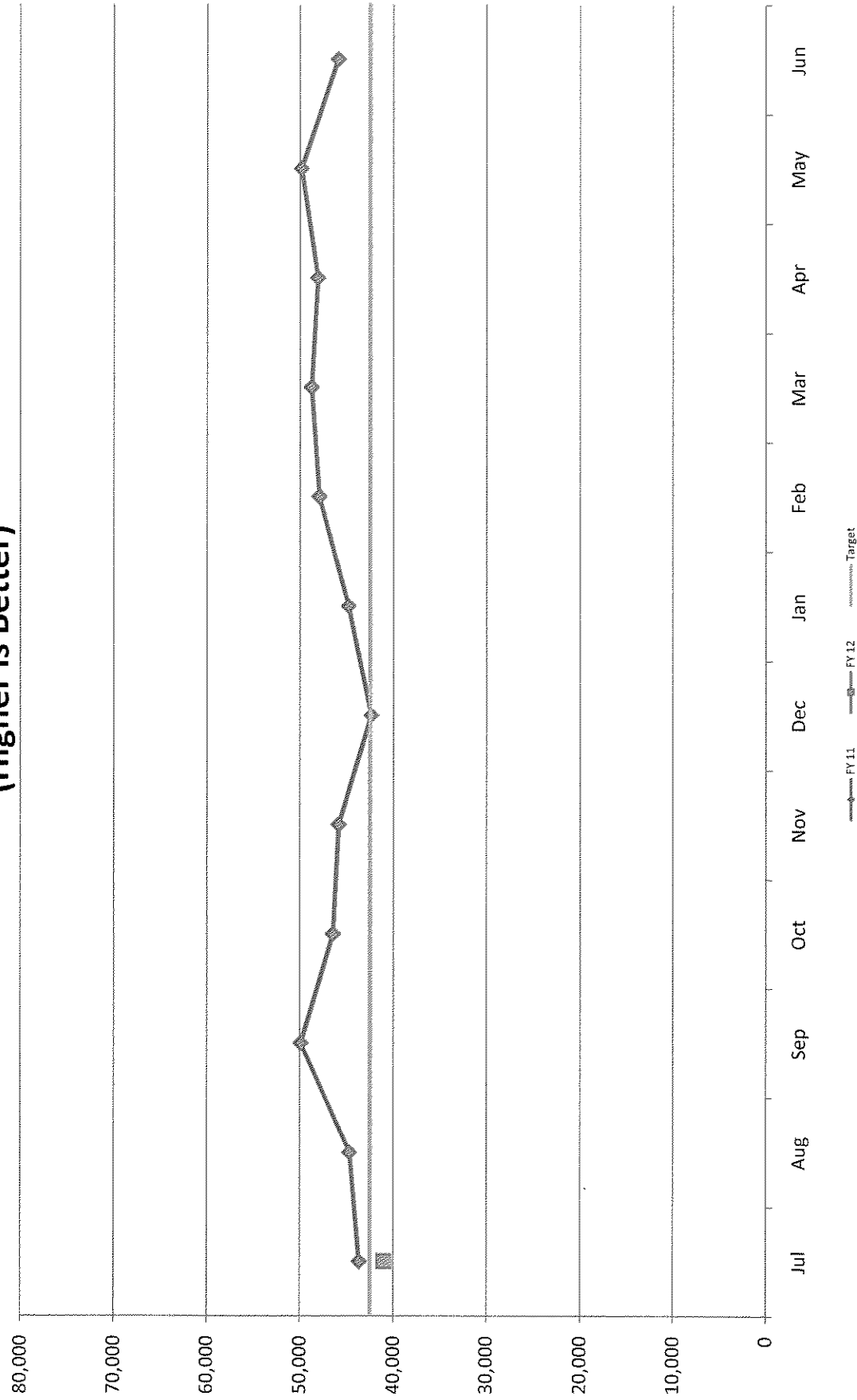
Attachment F: Average Hold Time
(Lower is Better)



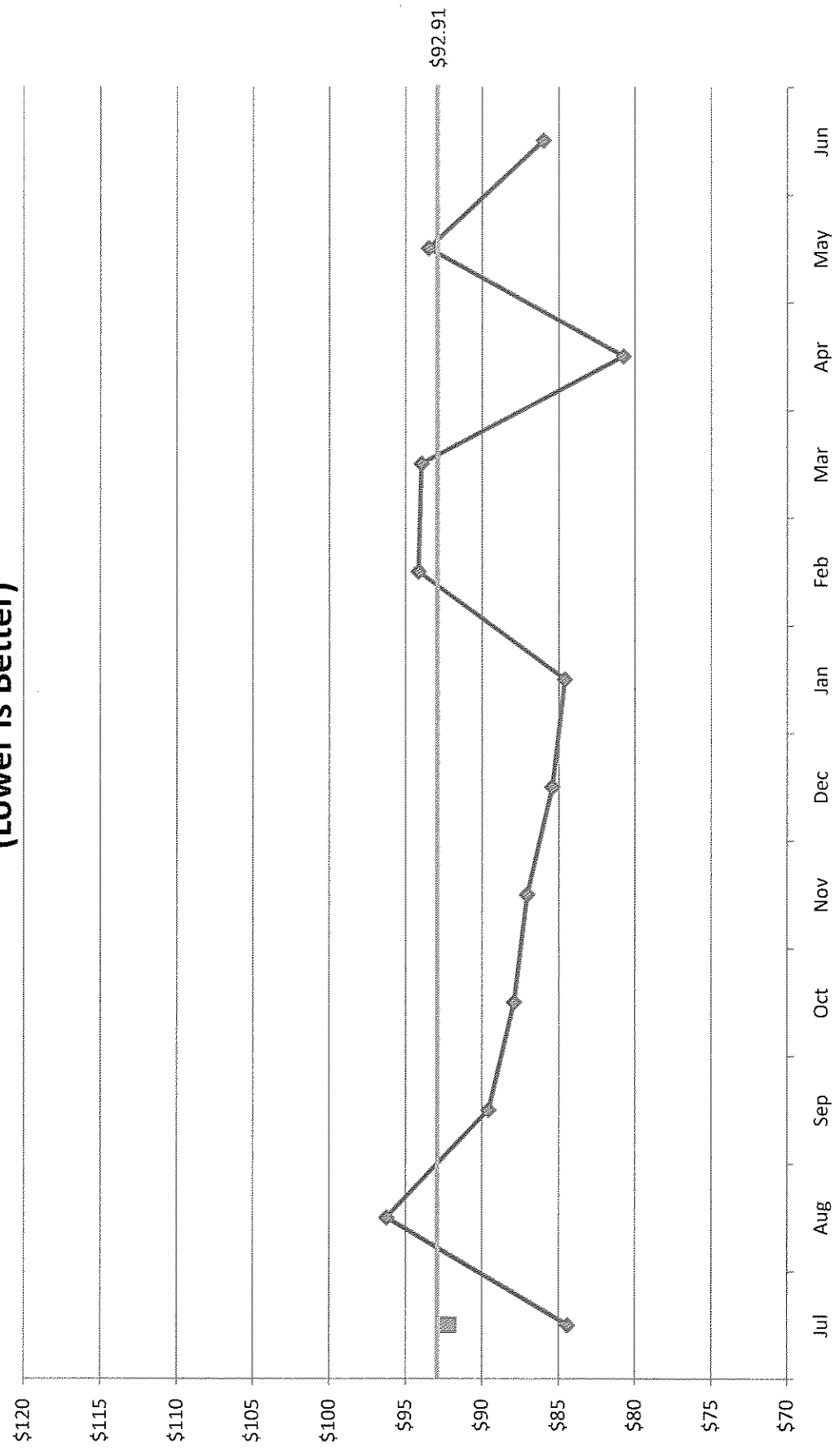
Attachment H: Boardings per Vehicle Service Hour (Higher is Better)



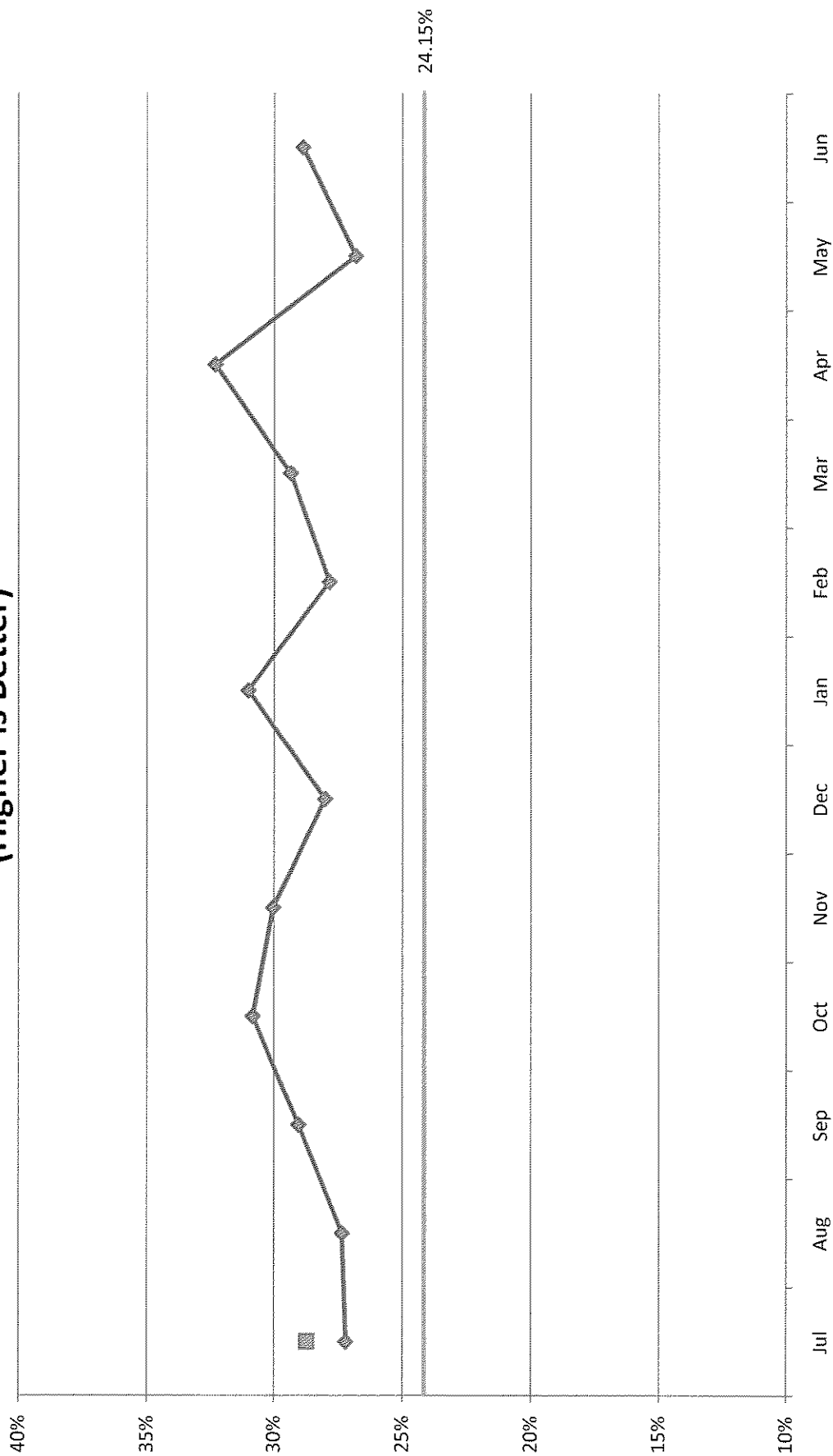
Attachment I: Average Weekday Boardings (Higher is Better)



Attachment J: Average Cost per Vehicle Service Hour (Lower is Better)



Attachment K: Farebox Recovery Ratio (Higher is Better)



Attachment L: Operations Report - Total System
July-11

Goal	Current Month	Same Month Prior Year	% Improvement	Performance Target	FY 12 Year to Date	YTD Meets/Exceeds	FY 11 Year to Date	% Improvement
Average Fare per Boarding	\$1.32	\$1.16	14.32%	\$1.25	\$1.32	X	\$1.16	14.32%
Average Cost per Boarding	\$4.61	\$4.26	-8.23%	\$4.81	\$4.61	X	\$4.26	-8.23%
Average Subsidy per Boarding	\$3.28	\$3.10	-5.95%	\$3.56	\$3.28	X	\$3.10	-5.95%
Total Vehicle Miles	1,069,848	1,089,867	-1.84%	N/A	1,069,848	N/A	1,089,867	-1.84%
Vehicle Service Miles	821,413	849,949	-3.36%	N/A	821,413	N/A	849,949	-3.36%
Total Vehicle Hours	64,982	67,664	-3.96%	N/A	64,982	N/A	67,664	-3.96%
In-Service Speed	14.8	14.8	-0.13%	N/A	14.8	N/A	14.8	-0.13%
Boardings per Vehicle Service Mile	1.36	1.34	1.03%	N/A	1.36	N/A	1.34	1.03%